

California Department of Conservation
RFP PAO-600
Response to Written Question Submitted by Prospective Bidders

- Q. Is the Department of Conservation currently working with an advertising, public relations and/or marketing firm? If so, who are the contractors and what is their scope of work?
- A. **The current firm is Riester-Robb. The scope of work is similar to the scope of work presented in this RFP. If you wish to view the scope of work from the previous RFP (2004), please contact Mark Oldfield at mark.oldfield@conservation.ca.gov.**
- Q. How many years has Riester-Robb held the contract for this program?
- A. **Riester-Robb initially won the contract in 2000 and has been the agency of record since then.**
- Q. Can you tell us who else is on the Riester-Robb team (subcontractors)?
- A. **Riester-Robb has no subcontractors specifically tied to the current contract.**
- Q. What companies have partnered with the Department of Conservation's recycling campaign in the past and will these companies do so again?
- A. **Gold's Gym (Venice), Hard Rock Café (Sacramento), The Gap (San Francisco headquarters, among others, have instituted on-site beverage container recycling. These programs are ongoing, so in that sense so is the partnership.**
- Q. What public entities have partnered with the Department of Conservation's recycling campaign in the past and will these entities do so again?
- A. **California Integrated Waste Management Board, the California Resource Recovery Association, state and local conservation corps, many local government agencies. It is anticipated that any or all of these entities would want to maintain partnerships with the DOC.**
- Q. What criteria have been used to guide establishment of partnerships with public and private entities?
- A. **No specific criteria have been established, but in general the partnerships must be geared toward increased collection of California Refund Value beverage containers or promotions designed to increase CRV recycling behavior among consumers.**
- Q. Will the contractor be required to create a new Web site for this campaign or augment the department's existing site?
- A. **The Department does not anticipate the creation of a new Web site. However, should a new site become desirable, the project would be carried out through**

this contract. Periodic updates of the existing Web presence would likely be required.

Q. Is there a maintenance/housing fee/agreement for www.bottlesandcans.com that is paid through this contract? If so, how much should we include in our budget, assuming the Department wants it to continue?

A. **Web hosting for 12 consecutive months is \$1,950.00 for both Bottlesandcans.com and GreenGiftGuide.com. In the past this line item has been budgeted under collateral. This cost is just for hosting and does not include costs for updates.**

Q. Are you expecting online advertising as part of this plan or does number 8 on page 8 of the RFP refer to Web site development only?

A. **The Department has engaged in online advertising in the past. It is up to each bidder to determine whether to include online advertising in their proposal.**

Q. Do you expect that the winning agency will use existing creative tools for advertising or develop new ones?

A. **There may be some existing creative tools the Department will want to continue using, but which ones and to what extent can only be determined after consultation with the winning bidder. Agencies should anticipate the need to develop new creative materials.**

Q. If existing creative is to be used, are there talent fee agreements that we should account for in our budget? If so, how much per year should we include?

A. **Waiter Image Reuse fee for a year is \$10,000. In the past it has be paid out of Collateral.**

School Poster Illustration reuse fee for a year is \$2,000. In the past it has been paid out of Collateral.

Current Radio spots – For all three radio spots, the talent usage fee would be around \$7,000 for 13 weeks

Q. What is the average amount of time we should anticipate for approval of advertising materials and of PR materials?

A. **Generally, the Department tries to approve materials in a timely fashion to meet deadlines for media buys and earned media outreach. The actual time for approval will depend on the quality of the materials and how effectively they meet outreach campaign objectives.**

Q. How quickly will the contractor have recycling results available after the campaign is launched?

A. **The Department reports recycling rates every six months. Full-year recycling rates for 2005 are expected to be available in June of 2006. Rates**

for the first six months of 2006 are expected to be available at the end of the year, etc.

- Q. Are there any circumstances under which you envision not having oral presentations?
- A. **Per the RFP, oral presentations are at the Department's discretion. Historically, the Department has requested oral presentations from agencies that submitted the 2-4 highest scoring written proposals.**
- Q. Is there a mathematical formula that will be used for evaluating cost effectiveness?
- A. **No. As stated in the RFP, cost effectiveness will be judged on: "Value of overall project. Costs are within the allotted budget and the project leverages budget to gain maximum reach and effectiveness. Ability to leverage client's status as a public agency engaged in meaningful environmental work to encourage maximum assistance from partners and media." It is a subjective score to be determined by each individual review panelist.**
- Q. Can you provide more information about how the cost proposal will be scored? For example, will higher scores be given to proposals with the lowest hourly rates? Or is there another standard by which the cost proposal will be evaluated?
- A. **The description of this scoring criterion, as written in the RFP, is self-explanatory: "Value of overall project. Costs are within the allotted budget and the project leverages budget to gain maximum reach and effectiveness. Ability to leverage client's status as a public agency engaged in meaningful environmental work to encourage maximum assistance from partners and media." It is a subjective score to be determined by each individual review panelist, who may consider hourly rates in their assessment, but are not required to.**
- Q. The RFP cites cost-effectiveness – "Value of overall project. Costs are within the allotted budget and the project leverages budget to gain maximum reach and effectiveness." What criteria will you use to determine cost-effectiveness and the ability to "leverage client's status as a public agency engaged in meaningful environmental work?"
- A. **It is a subjective score to be determined by each individual review panelist.**
- Q. Specific services performed by subcontractors are to be shown on the Cost Proposal Work Sheet. You're looking for itemized costs (special events, collateral, etc.) rather than hourly rates for subcontractors, right?
- A. Itemized costs
- Q. On a percentage basis, how were previous contract dollars allocated across major elements listed in the scope of work?

- A. **55% went to Advertising, about 26% went to Collateral and the other 19% was broken down into Research/Brand Planning, Public Relations, Market Expansion, Recycle Rex Program, and Contingency**
- Q. You've distributed more than 10,000 Recycling Starter Kits. Have you been able to track how many programs are up and running as a result of kit distribution? Is there a mechanism in place for ongoing communication with recipients?
- A. **We have conducted two follow-up e-mail surveys with Recycling Starter Kit recipients with a response rate of 21 percent. The surveys indicate that 80 percent of the RSK recipients have started a recycling program. E-mail serves as the ongoing communication tool with RSK recipients.**
- Q. How were the 10,000 plus Recycling Starter Kits distributed? Who was responsible for ensuring that the collected bottles and cans were recycled?
- A. **The kits are distributed through the mail, via a fulfillment house in Los Angeles. There is no mechanism in place to ensure the collected cans and bottles are recycled, although our follow-up e-mails to kit recipients indicate the programs are, by and large, up and running. Individuals implementing the programs are responsible for ensuring the collected bottles and cans are recycled. The Division of Recycling provides technical assistance to the public with regard to how to start a recycling program and how best to have the recyclable materials collected.**
- Q. Are we correct in assuming that RFP requirements related to "proposer" such as business licenses and financial statements apply only to the prime contractor? In other words, can you confirm that you do not require such materials from subcontractors?
- A. **The Department does not require financial statements from subcontractors.**
- Q. Please confirm that, although we are to submit one original and six copies of the written proposal, we are required to submit only one set of creative samples.
- A. **Please submit creative samples with each copy of the proposal.**
- Q. Is the Department of Conservation currently working from a communications plan? If so, is this available to review?
- A. Yes. To make arrangements to see the existing communications plan, contact Mark Oldfield at mark.oldfield@conservation.ca.gov.
- Q. Can we view a copy of the current work plans and scope of work documents?
- A. **Yes. To make arrangements to see the existing communications plan, contact Mark Oldfield at mark.oldfield@conservation.ca.gov.**
- Q. What type of communications challenges has Department of Conservation faced in the past?

- A. The size of the California market and the volume of competing media messages are challenges.**
- Q. Who is the specific target audience? Any particular demographics? What is the priority between consumers vs. partner?
- A. Typically, the target demographic has been adults 25-54. The priority between consumers vs. partners is whichever will result in the highest possible number of bottles and cans being recycled.**
- Q. Are there any priority markets (cities, counties) in the state?
- A. DOC has typically focused on the major media markets of Los Angeles, San Francisco, San Diego and Sacramento as well as secondary markets such as Fresno, Bakersfield, Chico and Redding. This is where the people are, and as such where the beverage containers are. However, DOC is open to ideas that address the needs of rural recycling as well.**
- Q. On page 12 personnel/management do a, b, c, d have to be four different people or for example can the person who is the contract manager be the same person who has five years of social marketing experience?
- A. One person may meet more than one of the requirements.
- Q. Do materials need to be developed and outreach conducted in any language other than English?
- A. The RFP does not specifically mention ethnic outreach. However, DOC has historically directed a portion of its outreach efforts to ethnic communities. It is probable that future outreach efforts will also have an ethnic outreach component.**
- Q. Please provide more detail about the pilot program outlined in the hypothetical plan. Can you give example of past pilot program?
- A. The Department would like proposals to demonstrate how a concentrated effort to increase recycling in a specific city might work, including the location of such an effort, the resources required, the partners who might be involved and a detailed description of the plan itself. One past pilot program targeted specific businesses where employees and customers consume CRV beverages and included Gold's Gym (Venice), Hard Rock Café (Sacramento) and The Gap (San Francisco headquarters). This pilot program ultimately resulted in the creation of the Recycling Starter Kit.**
- Q. What type of research are you looking for in the hypothetical plan? What type of research has been done in the past from your contractor?
- A. The hypothetical work plan does not require additional research. As stated in the RFP, the hypothetical work plan should be completed using the research provided (Lieberman, Riester-Robb), but agencies are not limited to this research.**

- Q. How and by whom will success of the project be measured? How will the contractor's performance be evaluated?
- A. **The Department of Conservation will measure the success of the project by demonstrable outcomes, with a premium put on an actual increase in the volume of CRV beverage containers recycled and an increase in the recycling rate. Other outcomes could include a measurable increase in recycling awareness and behavior by consumers and/or development of sustainable partnerships that promise increased beverage container recycling now and into the future. These are examples. Each agency should be prepared to demonstrate how it would measure the success of its proposed strategies.**
- Q. How are the marketing efforts currently measured?
- A. **In a variety of ways. Attendance, viewer ship/listeners, # of Recycling Starter Kits given out. We do not do things without being able to answer the question "how can we measure this?" before we move forward.**
- Q. What other State representatives or agencies can the contractor expect to work with during the period of performance?
- A. **None are specified in this RFP, although it is possible various projects could include working with other state agencies, legislators or the Governor's Office.**
- Q. Are there any page requirements or limitations for the hypothetical work plan?
- A. **There are no page requirements or limitations, but if we can't lift it, it's probably too long.**
- Q. Does the budget include the development, production and distribution of collateral materials? What quantity of materials would you anticipate or have you produced in the past?
- A. **Per the RFP: "The proposer is required to demonstrate the ability to develop collateral materials that include but are not limited to brochures, videos, audios, print pieces, Web banner ads and newsletters to support the Department's recycling programs." It is up to each proposer to determine the quantity that would be sufficient to carry out the proposed strategies.**
- Q. How much of the contract is allocated to advertising and media buying versus public relations and partnership development?
- A. **In the current contract, the allocations are as follows:**
- | | |
|--------------------|---|
| \$2,750,000 | Advertising |
| \$ 201,800 | Research/Brand Planning |
| \$1,293,200 | Collateral - in previous years special events and web sites were listed under Collateral |
| \$ 300,000 | Public Realties |
| \$ 105,000 | Market Expansion* |
| \$ 250,000 | Recycle Rex Program* |
| \$ 100,000 | Contingency |

*** The \$105,000 Market Expansion and \$250,000 Recycle Rex Program should be included in the budget**

For the purposes of this RFP, each proposer should determine the allocations that would best support the proposed strategies.

Q. Can the cost proposal be based on fully-loaded hourly rates of the contractor?

A. Yes.

Q. The RFP states that the contract is for one year with two one-year options to extend. What potential activities during years two and three do you foresee the public relations firm conducting?

A. **Primarily, but not limited to, the public relations team will be expected to conduct media outreach activities in support of the overall campaign and work with DOC staff to organize and staff special events.**

Q. Can this proposal include a main contractor and a subcontractor? What type of information do you need from the subcontractor?

A. **As stated in the RFP (page 4, Minimum Qualifications for Proposers), “This procurement is open to all agencies or entities that, by the time of the proposal submission deadline, operate a full-service communications marketing, social marketing, advertising and public relations agency; have an office in California capable of meeting the Department’s needs; and are licensed to do business in the State of California. A newly formed agency may bid if the agency can show that it was formed by merger, joint venture or partnership and that one of the agencies or entities forming the bidding agency was a prior full-service communications marketing/public relations/social marketing agency with at least five (5) years experience in conducting programs of this scope. The proposer must be able to show at least five (5) years experience in communications marketing, advertising, social marketing, and public relations and in conducting programs of statewide and national scope.” The information requirements for subcontractors (Page 13, No. 5) is as follows: “Identify all proposed subcontractor(s) for work that exceeds \$5,000. Document which portions of service will be performed by subcontractors and their ability to perform the work. Include resumes of subcontractor(s) key personnel. Do not exceed two (2) pages per person. Each subcontractor shall be identified in the proposal and the proposed work to be performed by them shall be described. The cost of the subcontractors shall be indicated.”**

Q. The RFP specifies that all subcontractor work estimated over \$5,000 requires competitive bids. If agencies partner together on the RFP, will the winning lead agency be required to bid out for subcontracted work once the RFP is awarded or will partnering agencies be viewed as a package?

- A. The partnering agencies will be viewed as a package.**
- Q. Who will be evaluating the proposals?
- A. A panel consisting of Department staff from the Division of Recycling, Public Affairs Office and Executive Office, and, if possible, from an outside agency.**
- Q. When and how will selected bidders be informed of the invitation for an oral presentation?
- A. If oral presentations are requested, the Department intends to notify finalists and all other bidders by fax and e-mail no later than Friday, May 12.**
- Q. How much time is allocated for the in-person presentation?
- A. Two hours.**
- Q. How many people will be presented to during the oral presentation?
- A. The Department anticipates the proposal review team will consist of seven people. There may be a small number of additional people viewing the oral presentations, though not involved in the scoring.**
- Q. Will there be a specific assignment for the presentation? If so, how far in advance will that information be available?
- A. There will not be an assignment. The oral presentation is an opportunity to meet face-to-face and to explain further or expand upon the concepts presented in the written proposal, and to answer questions from the review panel.**
- Q. Will the list of potential proposers who submitted questions and attended the bidder's conference be made public? How may we obtain a copy?
- A. The list of bidders conference attendees is available at www.conservation.ca.gov. The Department does not intend to identify which firms submitted questions.**
- Q. What other agencies received this RFP?
- A. The Department does not know all of the agencies that received the RFP since we don't know all that were notified via the Department of General Services Contracts Register. The relevant list is the list of agencies that attended the bidders conference, since only those agencies are eligible to submit proposals.**
- Q. In demonstrating our firm's ability to develop advertising, is DOC looking for spec creative to be produced or will the required work samples requested suffice?
- A. It is up to each agency to determine whether spec creative would be helpful to their proposal.**
- Q. Can you provide further detail/information on how the focus groups/survey respondents reacted to the creative elements? We assume these were tested.

- A. The creative elements were not specifically tested during this research.**
- Q. How many and which campaign partners (City/County recycling coordinators, recycling center operators, etc.) use the current campaign creative materials?
- A. About 225 City/County coordinators use our current campaign creative materials, 325 use our Recycle Starter Kits/Bins, and an unknown number download creative off our website.**
- Q. Is there an estimate for the number of people living in condo's/multi-family dwellings where recycling bins are not available?
- A. More than 40 percent of Californians live in multi-family housing. It is unknown what percentage of those do not have access to recycling where they live, although in the recent focus group research many apartment dwellers cited the lack of opportunity where they live as a primary obstacle to recycling.**
- Q. Is it possible to get recycling and redemption percentages by market in California so we understand which markets/cities do the best in terms of recycling, or are at the 80% goal, and which markets/cities need the most help?
- A. Beverage manufacturers are only required to report total sales volume statewide to the Department, and without the sales volume for a specific city it is impossible to calculate the recycling rate.**
- Q. Is any information available as to the immediate and sustained increase in redemption levels when CRV has been increased in the past?
- A. The most recent CRV increase took effect in January 2004. The overall recycling rate has subsequently risen from 55 percent in 2003 to 59 percent in 2004 to 65 percent for the first half of 2005.**
- Q. Please clarify the potential change in the CRV collection and redemption process.
- A. There is no potential change in the collection and redemption process. However, according to a provision of Assembly Bill 28 (2004), if the overall recycling rate does not increase to 75 percent by the end of 2006, CRV will increase to 5 cents on containers less than 24 ounces and 10 cents on containers 24 ounces or greater, effective July 1, 2007.**
- Q. Are there any milestones or key decisions (e.g. related to funding or pending legislation) that would impact the scope/direction/rollout of the campaign? If so, what are they? What is their expected timing?
- A. There is proposed legislation that, if enacted as currently written, would increase the pay-OUT of CRV to consumers to 5 cents and 10 cents as of January 1, 2007. If this were to happen, it may require media outreach to announce the specifics of this change.**
- Q. Should one original and six (6) copies of items on Attachment 1- Required Attachment Check List be submitted or is one sufficient?

- A. Each copy of the proposal should contain the required elements, with the exception of the confidential financial statements, which only need to be included with the original.
- Q. Should creative samples be limited to those outlined in item 8 of the *Proposal Minimum Requirements Check List* or can we include additional samples?
- A. Please limit creative samples to the number requested.
- Q. Are there any new research, data/reports or other new initiatives planned to be released by the DOC during the campaign? If so, when?
- A. There are currently no such specific plans. However, in general DOC would expect to develop such initiatives in concert with the contractor.
- Q. Is the DOC's mascot "Recycle Rex" still in use and is it expected that he will be incorporated into upcoming campaigns?
- A. Recycle Rex is alive and well. Due to his heavy work schedule, it is not expected that he will be incorporated into upcoming campaigns in any significant way, although his activities (school assemblies, appearances at special events) are funded through this outreach contract, currently in the amount of \$250,000 annually.
- Q. Who are the current business partners (and their contractual relationships) engaged as part of the current contract, and what have they specifically accomplished?
- A. None of the businesses we have helped to establish recycling programs are under any contractual agreement. However, we do have examples of specific accomplishments. The Hard Rock Café in Sacramento, for example, recycles thousands of pounds of empty glass bottles every month (picked up by the Sacramento Local Conservation Corps, which then redeems the material), and Gold's Gym in Venice collects thousands of plastic water bottles each week and a staff member redeems them at a nearby recycling center.
- Q. Can we view a copy of the last winning proposal?
- R. The proposal is available for review. Please contact Mark Oldfield at mark.oldfield@conservation.ca.gov to make arrangements.
- Q. Can we view any progress and results reports that discuss expectations and outcomes regarding communications marketing on the current contract?
- A. The annual report from the current contractor discusses expectations and outcomes. Please contact Mark Oldfield at mark.oldfield@conservation.ca.gov to make arrangements.
- Q. What are the current contract fees, mark-up costs and rates?
- A.

<i>Contract Management</i>	<i>Rate</i>
President/CEO	\$ 210

Management Director/Special Projects	\$ 210
Interim Director of Client Services	\$ 175
Account Supervisor	\$ 125
Account Executive	\$ 105
Account Coordinator	\$ 75
CFO	\$ 150
Senior VP/Director of Human Resources	\$ 150
Controller	\$ 95
Accounting Support	\$ 75

Brand Planning

Executive Director of Brand Planning	\$ 195
Senior Brand Planner	\$ 150
Brand Planner	\$ 105

Media

Executive Director of Media	\$ 195
Broadcast Media Supervisor	\$ 125
Media Planner/Buyer	\$ 105

Public Relations

Executive Director of Public Relations	\$ 195
Public Relations Account Supervisor	\$ 135
Senior Hispanic PR Account Executive	\$ 125
PR Account Executive	\$ 105
Public Relations Assistant	\$ 95
PR Account Coordination	\$ 75

Creative Services

VP, Executive Creative Director	\$ 195
Creative Director	\$ 175
Copywriting	\$ 105
Print Production Manager	\$ 85
Art Director	\$ 105
Mechanical Production Artist	\$ 150
Traffic Manager	\$ 95

Interactive & Multimedia

Interactive Creative Director	\$ 195
Director of Technology/Database Developer	\$ 195
Interactive Traffic Manager	\$ 95

The Contractor's payment for media purchases provided under this Agreement is limited to commission only. The commission for media shall not exceed a 17.65% markup of the net expense related to those purchases.

- Q. Do any partners place their own print or broadcast ads? If so, please provide details.
- A. **If by partners you mean local government entities, then yes, they do sometimes place their own recycling-related advertising. Typically, this is related to specific, local campaigns that may go beyond the scope of beverage container recycling and may or may not involve creative materials made available through the DOC. Other than some recycling industry businesses, we are not aware of any businesses that have implemented recycling and placed advertising related to their efforts.**
- Q. The RFP calls for a one-year campaign and strategy to “educate and inform Californians about the State’s beverage container recycling program,” and to “Raise the beverage recycling rate by increasing the number of public and private venues that implement and maintain successful recycling programs with high levels of participation, and to make beverage container recycling a well-understood, desirable and positive behavior.” However, DOC does not explicitly state any specific measurable goals it expects the contractor to achieve. What specifically will the DOC consider a successful campaign?
- A. **The Department of Conservation will measure the success of the project by demonstrable outcomes, with a premium put on an actual increase in the volume of CRV beverage containers recycled and an increase in the recycling rate. Other outcomes could include a measurable increase in recycling awareness and behavior by consumers and/or development of sustainable partnerships that promise increased beverage container recycling now and into the future. These are examples. Each agency should be prepared to demonstrate how it would measure the success of its proposed strategies.**
- Q. What are the greatest obstacles to increasing the number of public and private venues that have successful recycling programs?
- A. **The obstacles will vary depending on the resources available and amount of support from key participants at each venue. Some of the obstacles to recycling successfully at public and private venues include:**
- **Lack of buy-in from key participants such as maintenance, vendors, haulers, volunteers**
 - **Failing to identify a recycling coordinator to oversee recycling program**
 - **Lack of planning – identifying the process for collecting, sorting and transporting the material**
 - **Providing an adequate number of recycling bins and identifying a funding source to purchase them**
 - **Lack of recycling education and proper signage on bins**
 - **Preventing contamination of recycled materials**
- Q. Does the DOC have specific high priority sites or categories of sites that should be targeted (i.e. schools, sports venues, etc.)?

A. No.

Q. The RFP calls for a maximum \$5 million budget. Is it expected that all \$5 million should be used for the cost proposal?

A. Yes.

Q. Is there a minimum or maximum budget amount for the Pilot Program?

A. No.

Q. The cost proposal asks for hourly rates, benefit costs, direct and indirect costs, etc. If all costs are included in hourly rates and that is the way an agency customarily calculates costs, can we simply make that statement and provide hourly rates? Or, must the individual items be broken out separately?

A. **At a minimum, they must be broken out as shown on the sample cost proposal work sheet.**

Q. Do you allow for annual increases to annual rates? If so, how should this be included in the cost proposal?

A. No

Q. Is there a baseline of data that we will be judged against?

A. **The 2005 recycling volumes and recycling rates would be a good place to start.**

Q. We understand that the contract will be awarded on May 30th and commence on July 1st. Do you expect the program to also launch on July 30th, or is there a separate anticipated launch date?

A. **It is safe to assume the need for some ramp-up time to implement a new program.**

Q. In the past, have low-income and/or ethnic minority households and communities been more or less targeted than other households/communities by state-sponsored conservation campaigns?

A. **Although the DOC cannot speak for all other state-sponsored conservation campaigns, our outreach has generally attempted to cast a wide net to cover as broad a swath of the market as possible.**

Q. Are there any counties, communities or types of housing situations that are of special interest? For example, rural communities, low-income neighborhoods, seniors, apartment dwellers, mobile home parks or migrant housing.

A. **DOC is interested in capturing beverage containers wherever they are consumed, so each of these is certainly a possibility. For the purpose of this proposal, agencies should use the RFP and the provided research as guides and develop campaign strategies accordingly.**

Q. Which consumers in California are least likely to conserve?

A. If by “conserve” you mean “recycle,” the best information DOC has indicates most people will recycle more if they have a) knowledge about what and where to recycle, and b) sufficient opportunity to recycle. That said, there are is a small segment of the population that, in past research, has indicated it chooses not to recycle at all.

Q. Which languages, other than English, is the Department required to communicate in to consumers?

A. DOC is not required to communicate in any languages other than English. However, as a matter of good business, most of the materials produced by the Division of Recycling are done in Spanish as well, as are some of the creative materials developed by the contractor.

Q. Does the Department have authorized spokespersons who are fluent in languages other than English and/or with expertise in communities other than the general public?

A. We have fluent Spanish speakers who have been asked at times to respond to Spanish-language media. However, media relations is not their area of expertise, although we have conducted media training for them and other potential DOC representatives.

Q. As a publicly traded company, we cannot disclose specific financial information as covered by Sarbanes Oxley. In light of this, what alternative financial information would you request from us?

A. In order to have the DOC consider evaluating a proposal that does not provide all of the financial information required by the RFP, you must include an opinion from your legal counsel or certified public accountant stating that you are, in fact, legally barred from providing that information. Such an opinion must detail which specific provisions of law apply and cite all appropriate legal authority. In addition, you must still provide as much of the required financial information as you otherwise can. Providing an attorney's or CPA's opinion in this regard is not a guarantee that your proposal will be evaluated -- a determination would still need to be made as to whether such a legal opinion is satisfactory to the DOC.

Q. What are the current PR activities for this campaign? Are we able to have access to a current partners list, programs and grants?

A. The current PR activities include production of news releases as needed, production of a semi-regular “Recycling Tip Sheet” that is distributed via e-mail to program stakeholders statewide, special event coordination such as an Earth Day Festival at the State Capitol, and various other tasks as the come up. There is no current partners list. Grant information dating back to 1987 is available at <http://www.consrv.ca.gov/DOR/grants/index.htm>.

Q. What role does the marketing firm play, if any, in the grants program?

- A. To the extent that a certain grant can be considered a “Success Story,” the marketing firm’s PR wing would be involved in publicizing the story.**
- Q. Will the winning firm keep and maintain the current partnerships, in addition to developing new ones?
- A. In cooperation with DOC, the winning firm will provide resources and assistance to partners old and new to help them recycle as many bottles and cans as possible.**
- Q. The RFP list a \$5 million budget per year, will firms receive a higher score if they have a lower cost proposal?
- A. No. The budget is \$5 million and we will want to utilize all of it. It is the perceived effectiveness of how the \$5 million is used that will affect the scoring.**
- Q. What are the preference points given for a SBE firm? Does the SBE have to be the prime or can the SBE be the sub consultant of the contract?
- A. SBE firms receive 5 percent of the points of the highest-scoring non-SBE proposer and add those points to any SBE that qualifies. A non-SBE proposer is eligible to receive full SBE preference points by using one or more SBE subcontractors so long as the subcontractor(s) provides at least 25 percent of the total contract services. For further reference, please refer to Section 1896.8(b) of Chapter 3 of Division 2 of Title 2 of the California Code of Regulations. This can be found at:**
- <http://government.westlaw.com/linkedslice/default.asp?SP=CCR-1000>**